



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Calhoun, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Southern Satellites	19.8%	Population	112,267	112,506
Midland Crowd	11.5%	Households	46,768	47,441
Heartland Communities	8.7%	Families	31,675	31,528
Rooted Rural	8.3%	Median Age	39.2	40.7
Modest Income Homes	6.6%	Median Household Income	\$36,712	\$40,427

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,645.91	\$76,975,764
Men's	62	\$307.34	\$14,373,798
Women's	58	\$558.61	\$26,124,977
Children's	66	\$288.89	\$13,510,809
Footwear	53	\$271.17	\$12,681,923
Watches & Jewelry	61	\$119.88	\$5,606,638
Apparel Products and Services ¹	68	\$100.02	\$4,677,619
Computer			
Computers and Hardware for Home Use	65	\$141.36	\$6,611,231
Software and Accessories for Home Use	62	\$18.53	\$866,464
Entertainment & Recreation	68	\$2,341.30	\$109,497,902
Fees and Admissions	60	\$363.73	\$17,010,767
Membership Fees for Clubs ²	61	\$97.19	\$4,545,445
Fees for Participant Sports, excl. Trips	62	\$69.77	\$3,262,918
Admission to Movie/Theatre/Opera/Ballet	58	\$87.12	\$4,074,344
Admission to Sporting Events, excl. Trips	62	\$35.81	\$1,674,871
Fees for Recreational Lessons	57	\$73.84	\$3,453,189
TV/Video/Sound Equipment	69	\$808.29	\$37,802,122
Community Antenna or Cable Television	73	\$485.08	\$22,685,995
Color Televisions	64	\$88.11	\$4,120,621
VCRs, Video Cameras, and DVD Players	68	\$26.52	\$1,240,417
Video Cassettes and DVDs	69	\$42.02	\$1,965,231
Video Game Hardware and Software	68	\$22.53	\$1,053,738
Satellite Dishes	68	\$1.04	\$48,458
Rental of Video Cassettes and DVDs	68	\$40.55	\$1,896,544
Sound Equipment ³	62	\$98.53	\$4,608,177
Rental and Repair of TV/Sound Equipment	68	\$3.91	\$182,941
Pets	74	\$324.79	\$15,189,865
Toys and Games	70	\$127.20	\$5,949,009
Recreational Vehicles and Fees ⁴	75	\$340.76	\$15,936,738
Sports/Recreation/Exercise Equipment ⁵	62	\$143.92	\$6,730,808
Photo Equipment and Supplies ⁶	67	\$92.06	\$4,305,405
Reading ⁷	66	\$140.55	\$6,573,188
Food	70	\$5,860.95	\$274,104,796
Food at Home	71	\$3,554.04	\$166,215,466
Bakery and Cereal Products	71	\$509.56	\$23,831,060
Meat, Poultry, Fish, and Eggs	72	\$942.49	\$44,078,285
Dairy Products	70	\$387.64	\$18,129,299
Fruit and Vegetables	68	\$593.24	\$27,744,537
Snacks and Other Food at Home ⁸	72	\$1,121.11	\$52,432,285
Food Away from Home	68	\$2,306.90	\$107,889,330
Alcoholic Beverages	65	\$400.84	\$18,746,264
Nonalcoholic Beverages at Home	73	\$316.57	\$14,805,485



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	56	\$840.73	\$39,319,296
Vehicle Loans	76	\$4,649.87	\$217,464,930
Health			
Nonprescription Drugs	75	\$91.62	\$4,284,876
Prescription Drugs	84	\$486.25	\$22,740,726
Eyeglasses and Contact Lenses	71	\$59.22	\$2,769,611
Home			
Mortgage Payment and Basics ⁹	62	\$5,380.59	\$251,639,213
Maintenance and Remodeling Services	62	\$1,231.11	\$57,576,564
Maintenance and Remodeling Materials ¹⁰	72	\$271.10	\$12,678,949
Utilities, Fuel, and Public Services	73	\$3,199.71	\$149,644,253
Household Furnishings and Equipment			
Household Textiles ¹¹	65	\$90.10	\$4,214,000
Furniture	63	\$402.63	\$18,830,326
Floor Coverings	60	\$53.87	\$2,519,375
Major Appliances ¹²	71	\$207.35	\$9,697,372
Housewares ¹³	64	\$67.08	\$3,137,431
Small Appliances	70	\$25.87	\$1,209,808
Luggage	59	\$6.10	\$285,198
Telephones and Accessories	60	\$28.56	\$1,335,889
Household Operations			
Child Care	58	\$243.33	\$11,380,035
Lawn and Garden ¹⁴	76	\$341.48	\$15,970,521
Moving/Storage/Freight Express	63	\$33.55	\$1,569,018
Housekeeping Supplies ¹⁵	72	\$557.29	\$26,063,224
Insurance			
Owners and Renters Insurance	75	\$358.46	\$16,764,492
Vehicle Insurance	71	\$1,034.60	\$48,386,237
Life/Other Insurance	73	\$465.55	\$21,773,065
Health Insurance	77	\$1,511.29	\$70,679,977
Personal Care Products ¹⁶	69	\$327.44	\$15,313,864
School Books and Supplies ¹⁷	71	\$85.34	\$3,990,963
Smoking Products	81	\$389.55	\$18,218,529
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$4,256.19	\$199,053,619
Gasoline and Motor Oil	75	\$1,528.40	\$71,480,285
Vehicle Maintenance and Repairs	69	\$732.85	\$34,274,104
Travel			
Airline Fares	59	\$239.60	\$11,205,830
Lodging on Trips	64	\$260.88	\$12,200,634
Auto/Truck/Van Rental on Trips	56	\$24.52	\$1,146,798
Food and Drink on Trips	65	\$307.29	\$14,371,547

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.